

REEBOK TO CUT JOBS



Reebok is a name that many of you are likely to know already, if you live inside of the USA. If you do not happen to, or you do not spend a lot of time thinking about sneakers, we are going to be with a [description](#) of the company before we talk about how the job cuts that the company is making. "Reebok is an American-inspired, global brand that creates and markets sports and lifestyle products built upon a strong heritage and authenticity in sports, fitness and women's categories. The brand is committed to designing products and marketing programs that reflect creativity and the desire to constantly challenge the status quo... Reebok is dedicated to providing each and every athlete - from professional athletes to recreational runners to kids on the playground - with the opportunity, the products, and the inspiration to achieve what they are capable of. We all have the potential to do great things. As a brand, Reebok has the unique opportunity to help consumers, athletes and artists, partners and employees fulfill their true potential and reach heights they may have thought un-reachable." Sadly the company is getting ready to cut back on about 65 workers. Job cuts of this scope are likely to qualify as a mass layoff action under the current federal guidelines. For those of you who are not familiar with the idea of a mass layoff action here is a look at how the company chooses to [describe](#) itself, "The **Mass Layoff Statistics (MLS)** program collects reports on mass layoff actions that result in workers being separated from their jobs. Monthly mass layoff numbers are from establishments which have at least 50 initial claims for unemployment insurance (UI) filed against them during a 5-week period. Extended mass layoff numbers (issued quarterly) are from a subset of such establishments—where private sector nonfarm employers indicate that 50 or more workers were separated from their jobs for at least 31 days." Interestingly enough the company, in its most [recent news release](#), has chosen to talk about a new marketing campaign rather than to talk about the job cuts that they are making, "This weekend, Reebok will take its fitness ambition global with its new, fully integrated marketing campaign – The Sport of Fitness Has Arrived. With the campaign, Reebok is aiming to change the way people perceive, define and experience fitness, and ultimately show the world that fitness can deliver everything they love about sport. At the center of the campaign is CrossFit®, the revolutionary strength and conditioning program. Through the methodology of CrossFit, one of the fastest growing fitness movements in the world, the campaign will unveil a sport that is about community, competition and camaraderie – and delivers amazing results." For the time being the company has not said anything about the job cuts they are making, including information about the severance that the company might give to the soon to be displaced workers. So on the whole the company will have to wait and see who will be cut from the payroll.